



# Punjab Government Gazette

## EXTRAORDINARY

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**GOVERNMENT OF PUNJAB**  
DIRECTOR INFORMATION & PUBLIC RELATIONS  
**NOTIFICATION**  
The 25th March, 2025

**No. I/1062740/2025.**- The Governor of Punjab is pleased to make the Following 2nd amendment in the ADVERTISEMENT POLICY FOR WEBSITES 2022 issued vide PR. No. I/439348/2022, dated 7.10.2022, 1st amended No. I/594156/2023, dated 6.7.2023 and Extended No. I/940838/2024, dated 02.10.2024 as under:-

1. (1) The Policy may be called the ADVERTISEMENT POLICY FOR WEBSITES, 2022 (2nd Amendment).  
(2) This amendment in the Policy shall come into force with immediate effect.

2. In the ADVERTISEMENT POLICY FOR WEBSITES 2022, Para 6 is amended as mentioned below:-

Clause No.	Original Clause		Clause after Amendment	
6	Category	Average Unique per month (Average of last six Months from within India)	Category	Average Unique per month (Average of last six Months from within India)
	--	--	A+	20+ million OR DAVP Empanelled website (Category A+)
		5 million (50 lakh) and above OR DAVP Empanelled website (Category A)		10-20 million OR DAVP Empanelled website (Category A)
A			A	

B	2 million (20 lakh) to less than 5 million OR DAVP Empanelled website (Category B)	5-10 million OR DAVP Empanelled website (Category B)
C	0.25 (2.5 lakh) to less than 2 million OR DAVP Empanelled website (Category C)	0.25-5 million OR DAVP Empanelled website (Category C)

Chandigarh  
The 25th March, 2025

**MALWINDER SINGH JAGGI, IAS**  
Secretary, Government of Punjab  
Information and Public Relations